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Study shows direct marketers hard to find

Story posted: April 17, 2007 - 12:30 pm EDT

Owatonna, Minn.—Direct marketing executives are hard to find, according to a new survey by Bernhart Associates Executive Search.

The study found that 24% of direct marketers surveyed said they were having a "very difficult time" finding qualified candidates to fill positions.

Also, 53% of respondents said they were having a "somewhat difficult time" finding qualified direct marketing candidates, while only 18% said they were having little or no difficulty filling positions. When asked about their hiring plans for the current quarter, 67% said they would be adding to staff, 30% said they plan no change in staffing levels and 3% said they plan to reduce staff. Eleven percent of direct marketers said they have a hiring freeze in place. The study was based on an online survey of direct marketing executives conducted the week of April 9.

—Kate Maddox

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